

INDIAN MARITIME UNIVERSITY
(A Central University, Govt. of India)

MBA (Port and Shipping Management/International Transportation & Logistic)

– Semester - III

December 2015 End Semester Examinations

Management Information System

Subject Code: PG21T1305/PG22T1305

Time : 3 hrs
Date: 17.12.2015

Max.Marks :60
Pass Marks: 30

Section – A (MCQ)

Answer all the questions (12x1Marks = 12 Marks)

1. Management information systems (MIS)
 - a. create and share documents that support day today office activities
 - b. Process business transactions (e.g., time cards, payments, orders, etc.)
 - c. capture and reproduce the knowledge of an expert problem solver
 - d. use the transaction data to produce information needed by managers to run the business
2. The general transformation cycle for information is:
 - a. information to data to knowledge.
 - b. knowledge to data to information.
 - c. data to knowledge to information.
 - d. data to information to knowledge
3. The relational database environment has all of the following components except
 - a. users
 - b. separate files
 - c. database
 - d. query language
4. The view of total database content is
 - a. Conceptual view
 - b. Internal view
 - c. External view
 - d. Physical view
5. _____ Phase is a time consuming phase and yet a very crucial phase
 - a. Feasibility Study
 - b. Requirement Phase
 - c. Analysis Phase
 - d. Testing Phase
6. During system implementation the following are done
 - i. programs are written and tested with operational data
 - ii. user documentation is created and users trained
 - iii. programmers are recruited and trained

- iv. the system is tested with operational data
 - a. i and iii
 - b. ii and iii
 - c. ii and iv
 - d. i, ii & iv

- 7. Data mining cannot be done if
 - a. operational data has not been archived
 - b. earlier management decisions are not available
 - c. the organization is large
 - d. all processing had been only batch processing

- 8. GDSS is the short form of
 - a. Group Decision Support System
 - b. Group Discussion Support System
 - c. Group Decision Service System
 - d. Group Discussion Support Source

- 9. Which of the following statements are the disadvantages of Expert System?
 - i. They cannot handle inconsistent knowledge
 - ii. They cannot apply judgement and intuition recognized as important ingredients of problem solving.
 - a. Only i
 - b. Only ii
 - c. Both i and ii
 - d. None

- 10. _____ are used in denial of service attacks, typically against targeted web sites.
 - a. Worm
 - b. Zombie
 - c. Virus
 - d. Trojan horse

- 11. If a university sets up a web based information system that faculty could access to record student grades and to advise students, that would be an example of a/an
 - a. CRM
 - b. Intranet
 - c. ERP
 - d. Extranet

- 12. Systems that help the firm identify customers for the firm's products or services, develop products and services to meet customers' needs, promote these products and services, sell the products and services and provide ongoing customer support best describe
 - a. Sales and marketing information systems
 - b. Manufacturing and production information systems
 - c. Finance and accounting information systems
 - d. Human resources information systems

Section – B (200 Words)

Answer any 5 out of 7 (5x4 Marks=20 Marks)

13. What is MIS? How MIS helps an organization?
14. Define DBMS. What are advantages of using database over file management system?
15. Explain data flow diagram with example
16. What is a prototype? When is use of the prototype method most appropriate?
17. Write short notes on Executive Information System
18. Write short notes on
 - a. Office Automation Systems (OASs)
 - b. Transaction processing system
19. How can you design marketing information systems? Discuss

Section - C (500 Words, Case Study/ Essay Type)

First question of the section is compulsory (1x7 Marks=7Marks)

Answer any 3 out of 5 (3x7 Marks=21 Marks)

20. Skydive Chicago (www.SkydiveChicago.com) is one of the United States' premier skydiving resorts, serving skydivers ranging in skills from first-time jumpers to internationally competitive free fly teams.

Each student in Skydive Chicago's training program makes a series of progressive training jumps under the direct supervision of a United States Parachute Association-rated jumpmaster. The training program gears each jump in the series toward teaching one or two new skills. Jumpmasters video their student's jumps. Students use the feedback these videos provide to identify mistakes. They often copy their videos onto a personal tape for future reference.

Jumpmasters may also copy well-executed student skydives to the facility's tape library. All students are given access to the dropzone's training room and are encouraged to watch video clips in preparation for their next training jump. This step saves jumpmasters, who are paid per jump, considerable time. Jumpmasters also use these videos to evaluate their training method's effectiveness.

- a. How can this information system benefit the skydiving student?
 - b. How can this information system benefit Skydive Chicago?
21. Explain how information systems can be used for competitive advantage with relevant example.
 22. Explain recent trends in database
 23. Explain the different phases in system development life cycle (SDLC).
 24. What are the benefits of DSS? Explain in detail.
 25. Discuss the common threats to computerized information systems.
